



MLK DREAM WEEKEND

2010 Sponsor & Partner Report

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The purpose of this report is to provide 2010 Sponsors and Partners with an overview of the following:

- Important facts about MLK Dream Weekend
- Events and estimated attendance
- Summary of the fundraising effort and what those proceeds were able to accomplish
- Key successes

2010 Overview

Statement of Purpose: The 2010 MLK Dream Weekend gives Greenville citizens an opportunity to honor the memory of Dr. Martin Luther King, Jr. while celebrating the diversity of the Upstate community. With compassion, togetherness and a community spirit, our city has achieved success in its work to change lives by exploring possibilities and expanding potential for people of all races.

Organizers: Executive Board ~ Pastor Curtis Johnson, Founder & Chair; Dr. Phillip Baldwin, Co-Chairman; Mrs. Sonji Mims Adams, Operations Director; Mrs. Nika White, Marketing Director; Mrs. Lyshedra Williams, Event Planning Director

Organizations represented in MLK Dream Weekend consist of a collaborative effort of community, church and business leaders and fall under the direction of the Executive Board.

Objectives: To organize and execute events & initiatives to honor Dr. Martin Luther King's legacy and represent his values. To create a spirit of togetherness among all members of the Greenville Community. To inspire and remind the community of Greenville what people have and can accomplish as a result of Dr. King's dream. To provide scholarships to deserving youth, recognize volunteers in the community who represent the character of Dr. King & Coretta Scott King, recognize organizations who help members of the community fulfill their dreams and create a community of "dreamers", while providing tools and funds for Greenville's dreamers.

2010 Events

MLK Dream Weekend Diversity Banquet, January 15, at the Hyatt Regency Hotel, Greenville, SC

- Keynote Speaker, Ms. Lynn Whitfield, Emmy Award Winning Actress
- MLK, CSK, Champion of Dreams and Win A Dream Awards and scholarships were awarded
- Approximately 850 in attendance including the following public officials:
 - U.S. Senator – Senator Lindsey Graham
 - S.C. Senator District 7 – Senator Ralph Anderson
 - S.C. Representative District 23 - Representative Chandra Dillard
 - Greenville City Councilwoman Jil Littlejohn
 - Greenville County Councilwoman Xanthe Norris

MLK 5th Anniversary Celebration & Appreciation Event, January 15, at Zen in the Westend

- MLK Diversity Banquet attendees, MLK 2010 sponsors and volunteers were in attendance
- Attendees enjoyed live music and a DJ to celebrate the 5th annual MLK Dream Weekend
- Attendees donated canned goods to Harvest Hope Food Bank

2010 Events (continued)

MLK Champion of Dreams Community Day, January 16, at Sterling Community Center

Attendees learned about volunteer opportunities at 25 local area non-profit agencies through a fun scavenger hunt

- Attendees learned about volunteer opportunities at 25 local area non-profit agencies through a fun scavenger hunt
- A diverse event where people of all ages and backgrounds came together with the common purpose of getting more involved in their community. 25 local non-profit agencies were represented
- Projects - Placemats decorated for Meals on Wheels ▪ Blankets created for Project Linus ▪ Food Donation Bins decorated for Harvest Hope Food Bank ▪ Cards and flowers created for hospice patients ▪ Seat for Social Justice covering an old bus seat with a collage of iconic images of integration. There was also an education station where attendees learned more about the life and teachings of Dr. Martin Luther King, Jr.

MLK Teen Dream Night Competition & Teen Social, January 16, 2010 at The Empow@ment Zone

- Teens from over the Upstate displayed their talent, while inspiring other youth
- Attendees enjoyed a social following the competition

MLK PlayDate Upstate Social, January 15, at Zen in the Westend

- Adult attendees enjoyed an evening of games and entertainment, playing the old fashioned games of twister, monopoly, and card games.
- Attendees donated canned goods to Harvest Hope Food Bank

MLK Dream Weekend Day of Dreams, January 18, 2010, at Greenville High School

- General Session with inspiring and motivating speakers, Mr. Nicholas Wideman, Dr. Arelis Moore de Peralta, Ms. Ruth Ann Butler, and the MLK Teen Dream Winners - D4C
- Dream Big Workshops
 - Brother Where are You? (Men's Forum) ▪ Financial Planning ▪ Living a Healthy Lifestyle Breast Cancer & Diabetes (English & Español) ▪ Making Dreams Come True ▪ Starting a Small Business & The Call of an Entrepreneur ▪ Brothers Speak (Teen Boys) ▪ Sisters Speak (Teen Girls) ▪ Age Does Not Make a Dream Relevant (ages 5-8) ▪ The Content of Your Character (ages 9-12)

2010 Successes

- Thumbs Up from The Greenville News – Thumbs Up to everyone who played a role in making the MLK Dream Weekend the huge success it was. This was the fifth anniversary for Greenville's weekend-long event to honor Martin Luther King Jr., and each year's banquet seems to get better and better. Actress Lynn Whitfield was the keynote speaker last week at the MLK Diversity Banquet that was packed, as always. She gave a truly captivating performance in which she drew on her acting and singing ability. The audience was taken back to King's 1963 March on Washington with her spell-binding performance. The dedicated committee that makes this annual event possible deserves the community's heart-felt thanks, as do the sponsors who provide the financial backing. And another Thumbs Up to all who honored Dr. King by finding ways over the holiday weekend to serve others in the community
- Approximately 850 people attended the 2010 MLK Dream Weekend Diversity Banquet
- Approximately 1000 attended MLK Dream Weekend Day of Dreams
- Activated over 250 volunteers
- Received ample local coverage by all major networks and print publications
- Facebook – MLK Dream Weekend's social network has 2500 friends to network and encourage dreamers
- 2- \$2,000 scholarships to the college of their choice were awarded to Quatashia Washington & Anthony Stephens; \$3000 Greenville Technical College scholarship was awarded to Diego Abel Campos.
- Upstate Fatherhood Coalition, Greenville High School and Phillis Wheatley Repertory Theatre were awarded the MLK Champion of Dreams Awards
- Secretary Richard Riley received the Martin Luther King, Jr. Award and Dr. Claudette Cureton received the Coretta Scott King Award
- MLK Win A Dream Recipients – Traci Fant (\$250) , Tamekia Hunter Higgins (\$500) , Derrick Quarrles (\$250) received donations to fund their dream and Katie Poindexter received \$1500 to fund her health related dream.
- MLK Teen Dream Night recipient Y4C performed at the MLK Day of Dreams and received \$250.

MLK Dream Weekend 2010

January 15-18, 2010

Financial Reporting

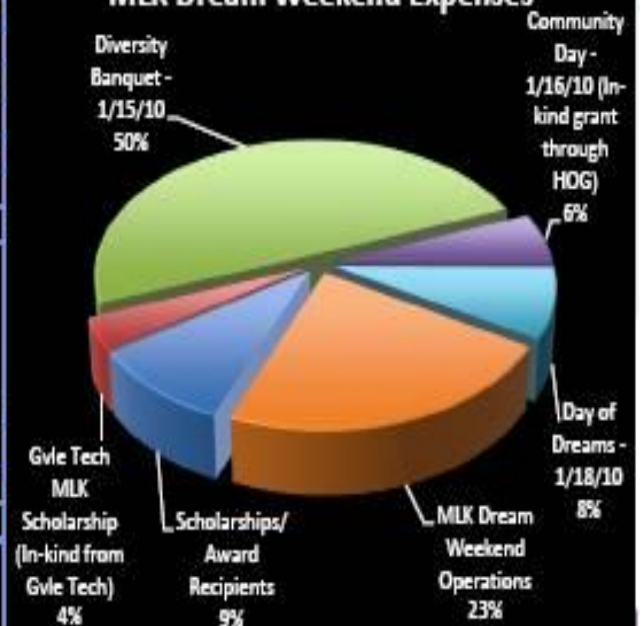
INCOME - MLK Dream Weekend 2010	
	Amount
Sponsorships (cash)	\$50,350.00
Other Sponsorship/Donations	\$5,160.00
Diversity Banquet Individual Ticket/Table Sales	\$8,840.00
In-Kind Sponsorships	\$119,000.00
Total Income (In-kind is not included)	\$64,350.00

MLK Dream Weekend Income



EXPENSES - MLK Dream Weekend 2010	
	Amount
Scholarships/Award Recipients	\$7,765.00
Gvle Tech MLK Scholarship (In-kind from Gvle Tech)	\$3,000.00
Diversity Banquet - 1/15/10	\$40,505.78
Community Day - 1/16/10 (In-kind grant through HOG)	\$5,000.00
Day of Dreams - 1/18/10	\$6,866.25
MLK Dream Weekend Operations	\$18,431.40
Total Expenses (In-kind is not included)	\$72,728.43

MLK Dream Weekend Expenses



PROFIT/LOSS SUMMARY - MLK DW 2010	
	Amount
Total Income (In-kind is not included)	\$64,350.00
Total Expenses (In-kind is not included)	\$72,728.43
Total Profit (or Loss)	(\$8,378.43)

Prepared by: MLK DW Finance Printed: Thursday, March 4, 2010

2010 Sponsors

Diamond Sponsor



Greenville Hospital System ~ Presenting Partner

Platinum Sponsors

107.3 JAMZ, Cox Radio
Bethlehem Baptist Church
BI-LO, LLC
Charter Communications
Erwin-Penland
Fairway Outdoor Advertising
Peculiar
Valley Brook Outreach Baptist Church

Gold Sponsors

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The Greenville News
Greenville Technical College
Hands On Greenville
The Hyatt Regency Greenville
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Rejoice Magazine
SunTrust Bank
Walmart

Silver Sponsors

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Empowerment Zone
Epsilon Tau Omega Chapter of Alpha Kappa Alpha Sorority, Inc
Greenville Drive
Greenvilleonline.com
MY40 WMYA
PlayDate Upstate
The Riley Institute

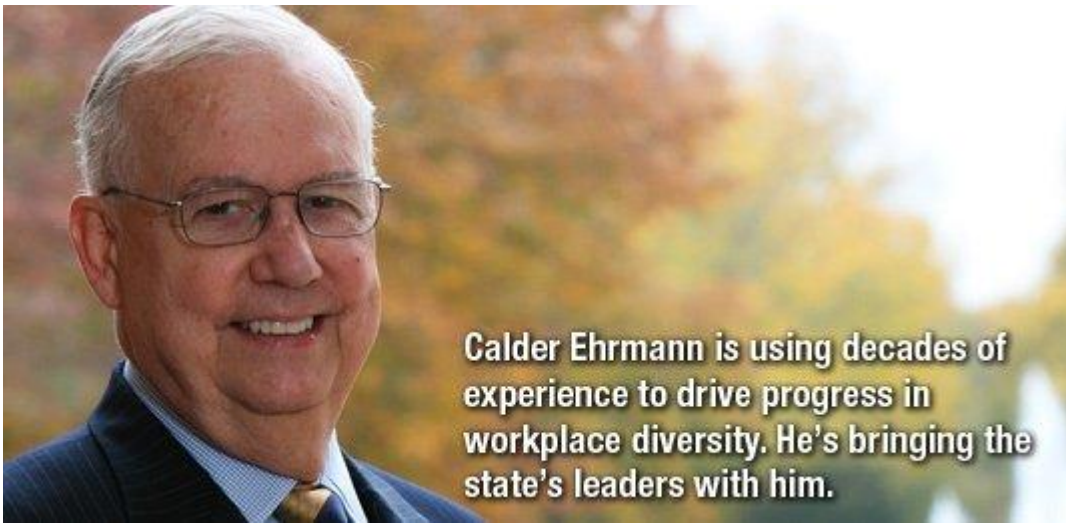
2010 Partners (Partners are organizations in collaboration with MLK Dream Weekend to organize and execute events during the holiday weekend):

- Bethlehem Christian Academy
- BI-LO, LLC
- Calvin Kelly Photography
- Empowerment Zone
- Epsilon Tau Omega Chapter of Alpha Kappa Alpha Sorority, Inc.
- Frito Lay
- Greenville Alumnae Chapter of Delta Sigma Theta Sorority
- Greenville County Human Relations Commission
- Greenville County One Stop
- Greenville Hospital System
- Greenville YWCA
- Hands On Greenville
- Panera Bread

Save the Date

**MLK
DREAM
WEEKEND**
ALL. TOGETHER. NOW.

14-17, 2011



Calder Ehrmann is using decades of experience to drive progress in workplace diversity. He's bringing the state's leaders with him.



Raven Magwood's success story is written with dedication, determination and discipline. Those values are now her platform for motivating youth across the country.



As a business woman with a foreign accent, Cristianna Josson found strength in her weaknesses and achieved her "American Dream."

